

**MEDIA CONTACT INFO:**

Alev Sezer-Jacobs

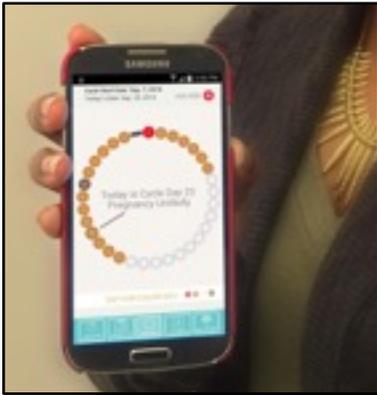
Direct: 202.607.1233

Office: 202.730.1629

Email: [ASJacobs@cycletechnologies.com](mailto:ASJacobs@cycletechnologies.com)

Website: [www.CycleTechnologies.com](http://www.CycleTechnologies.com)

## **75,000 Women in Ghana & Kenya Use CycleBeads App to Prevent or Plan Pregnancy** **The App is Addressing Unmet Family Planning Need**



WASHINGTON, DC, October 18, 2016 – Over 75,000 women in Kenya and Ghana have downloaded the CycleBeads® Android app to prevent pregnancy or plan pregnancy in the past two months. Research indicates that approximately half of these users are using the app to prevent pregnancy, and of those using it to prevent pregnancy, **50% were not using a contraceptive method prior to using the app.**

The app, which has been undergoing rigorous usability and impact testing, is designed to help women use the Standard Days Method® of family planning. The CycleBeads app helps a woman identify her fertile days and track that her cycles are in range for using this method.

**“We are thrilled with the impact that this technology is having” says, Leslie Heyer founder of Cycle Technologies. “There is a huge unmet need for family planning options that don’t cause side effects. Providing women with effective, easy to use, natural options, that they can access entirely through a smartphone, can go a long way towards addressing this need.”**

Worldwide 225 million women have an unmet need for contraception. **Unmet family planning need in Ghana is 42% and in Kenya 25%.** In both countries, women cite “side effects” as the number one reason for non-use of contraception according to national health surveys.

The [CycleBeads Android app](#) is designed to provide women with an **effective family planning option that does not cause side effects.** It can be downloaded for free in the Google Marketplace.

More information about CycleBeads is available at: [www.CycleBeads.com](http://www.CycleBeads.com)

###

### About Cycle Technologies

Cycle Technologies is a social impact company focused on women’s health. The company’s mission is to prevent unplanned pregnancies and help people have the families that they want when they are ready. Founded in 2002, Cycle Technologies products are available in over 60 countries and apps are available to anyone in the world with a smartphone. Learn more at [www.cycletechnologies.com](http://www.cycletechnologies.com).